



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/05 thru 12/11.
 (prices in dollars per carton)

Fri. Dec 05, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		36.3% of 22,900 stores				12.8% of 22,900 stores				33.5% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	10	3.00	1,090	1.67			420	1.64			920	1.70
	White 18 pack			350	2.71			50	2.47	10	3.09	510	2.04
	Brown 12 pack											10	1.50
	USDA GRADE A												
	White 12 pack	190	2.50	1,870	1.44	140	2.09	790	1.52	30	1.16	540	1.39
SPECIALTY	White 18 pack			2,690	2.72			160	2.08			170	1.91
	Brown 12 pack							60	2.50			80	2.41
	USDA ORGANIC												
	White 12 pack			10	3.58								
	Brown 12 pack	20	3.39	80	3.50			340	4.79	40	4.99	520	3.28
	OMEGA-3												
	White 12 pack	20	2.50	260	2.20	10	2.69	520	2.92	170	2.89	850	2.70
	Brown 12 pack			150	3.99							20	3.29
	CAGE-FREE												
	White 12 pack			150	2.54	40	2.49	160	2.94			1,940	2.59
Brown 12 pack			920	2.89	260	3.52	210	2.72			4,170	2.72	
VEGETARIAN FED													
	White 12 pack											190	2.99
	Brown 12 pack			170	2.03							20	2.99

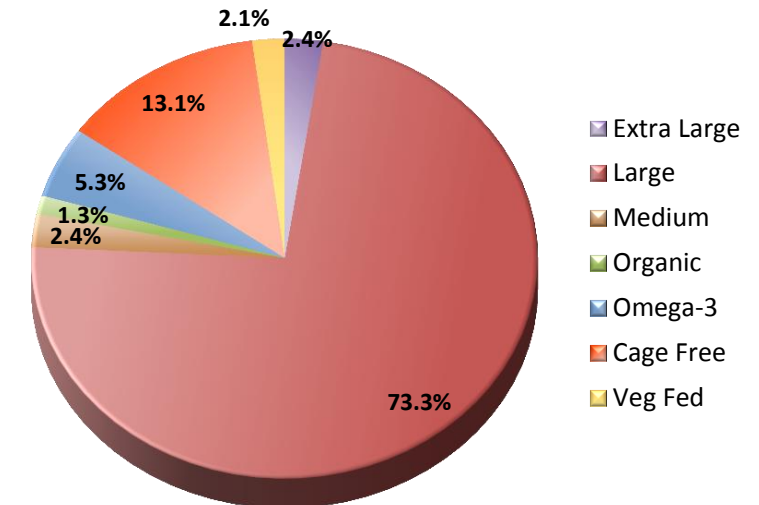
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,200	1,620	2,270	Large Eggs on Sep-02-2014
Specialty	1,780	1,540	7,920	
Total (includes MD)	8,180	3,320	10,510	465.7
Special Rate 4/:	2.6%	0.3%	3.1%	up 10.5%

5/ 1,000's of 30-doz cases

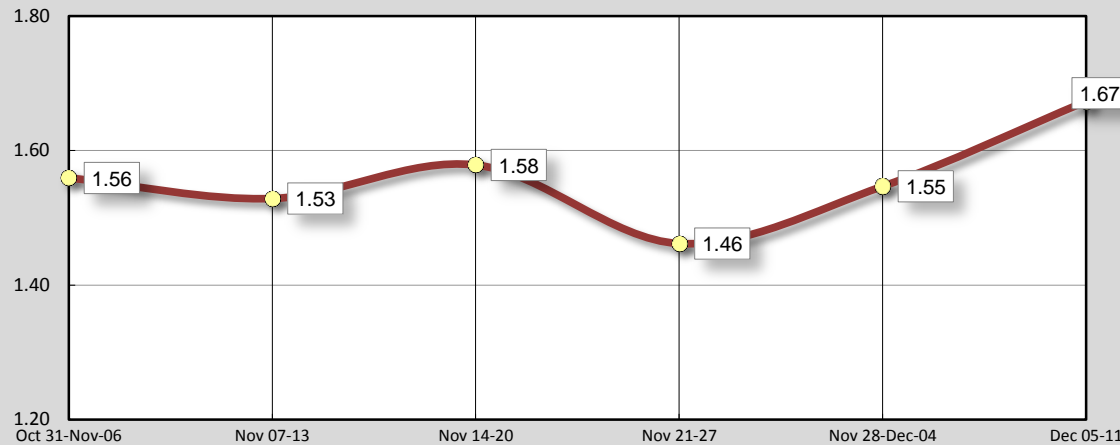
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is significantly more active following last week's holiday. The average price of Large White eggs, Grade A or better, offered to consumers continues to move upward. More stores are offering "no price" incentives than a week ago. Extra Large and Medium egg ads are maintaining a steady presence in circulars. Specialty shell egg promotions increase in offer late in the ad cycle to move slightly higher than the previous week. Cage-free egg advertisements increase in visibility, however ads for USDA Organic eggs are sporadic. Other specialty types remain constant. Featuring of liquid egg products is also active as 14-16 ounce cartons are heavily promoted on the East Coast. Seasonal egg nog promotions increase as some stores are featuring multiple brands of 32 ounce cartons.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/ FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		31.8% of 4,700 sampled outlets Activity Index = 1,430 (includes Medium)						45.0% of 5,900 sampled outlets Activity Index = 2,580 (includes Medium)						39.7% of 4,200 sampled outlets Activity Index = 1,690 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																1.33 - 1.49 20 1.40			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	2.50	190	2.50	1.49 - 1.99	400	1.70				1.00 - 1.99	600	1.30				0.98 - 2.19	790	1.40	
	White 18 pack				1.77 - 2.50	280	2.45				2.50 - 3.00	1,370	2.89				2.50 - 2.88	520	2.63	
	Brown 12 pack							White 12 pack			1.25	60	1.25	White 12 pack			0.99 - 1.20	130	1.04	
	MEDIUM	White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack																		
	OMEGA-3		1.99 - 2.99 10 2.49			2.50 - 2.69 70 2.52 3.99 150 3.99						2.50 10 2.50			1.99 - 2.50 90 2.17					
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE					2.99 - 3.49 190 3.18						0.49 - 2.99 550 2.88								
	White 12 pack																			
		Brown 12 pack																		
	VEGETARIAN FED					2.50 60 2.50												1.78 110 1.78		
	White 12 pack																			
		Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		29.0% of 4,200 sampled outlets Activity Index = 1,190 (includes Medium)						30.4% of 2,800 sampled outlets Activity Index = 620 (includes Medium)						37.5% of 1,200 sampled outlets Activity Index = 670 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.79 580 1.41			3.00	10	3.00	1.99 - 2.50 340 2.09						1.49 - 1.99 150 1.82			
	White 18 pack				1.89 - 2.68 70 2.40			2.99 - 4.00 120 3.88			1.49 - 2.00 160 1.96									
		Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.50 - 1.69 80 1.61						2.50 130 2.50						1.89 - 2.50 70 2.45			
	White 18 pack				2.50 - 2.88 320 2.55															
		Brown 12 pack							1.50 10 1.50			White 12 pack								
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack																		
	OMEGA-3		1.99 90 1.99						1.99 10 1.99											
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE		2.99 50 2.99												2.50 - 2.99 150 2.54 2.50 130 2.50					
	White 12 pack																			
		Brown 12 pack																		
	VEGETARIAN FED																			
	White 12 pack																			
		Brown 12 pack																		



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

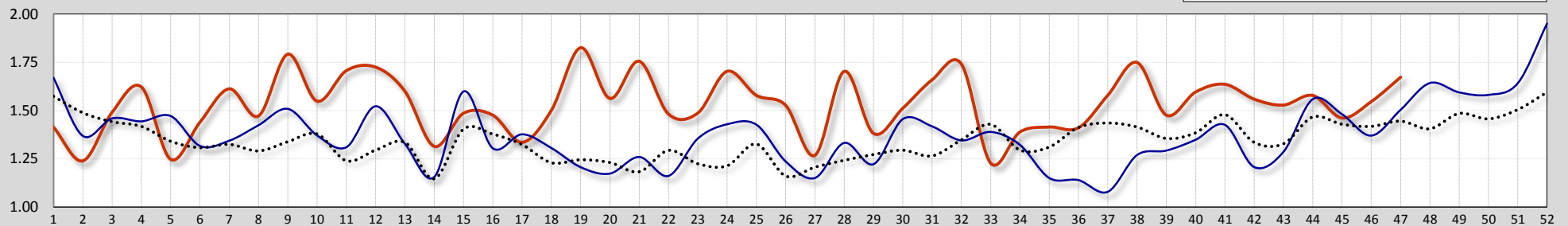
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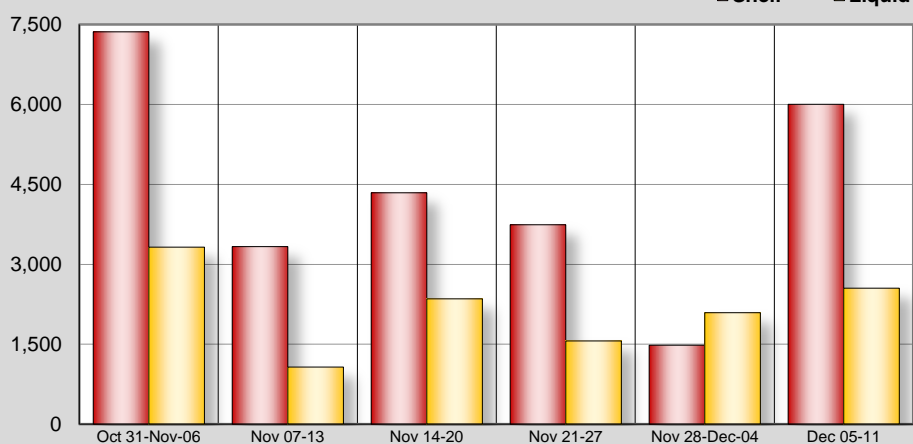
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.8%	9.0%	14.1%	33.5% of 4,700 sampled	10.0% of 5,900 sampled	5.4% of 4,200 sampled	4.3% of 4,200 sampled	0.0% of 2,800 sampled	10.8% of 1,200 sampled
2/ Activity Index	2,550	2,090	2,180	Activity Index = 1,900	Activity Index = 260	Activity Index = 60	Activity Index = 200	Activity Index = 0	Activity Index = 130
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,980 2.69	1,420 2.20	1,280 2.46	1.99 - 3.00 1,550 2.67	1.99 - 3.00 260 2.71	2.49 30 2.49	2.50 - 2.99 140 2.92		
32 oz. crtn	550 4.06	670 4.11	660 4.34	3.98 - 4.77 330 4.16		4.29 - 4.65 30 4.46	4.29 - 4.99 60 4.52		3.50 130 3.50
3 - 4 oz. cup	20 2.00		240 2.38	2.00 20 2.00					
2 - 8 oz. cup									
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	25.6%	15.2%	26.0%	24.1% of 4,400 sampled	11.8% of 6,000 sampled	33.3% of 4,000 sampled	30.3% of 4,000 sampled	26.5% of 2,900 sampled	53.6% of 1,200 sampled
2/ Activity Index	6,340	3,910	5,390	Activity Index = 1,370	Activity Index = 870	Activity Index = 1,980	Activity Index = 990	Activity Index = 540	Activity Index = 590
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	5,300 3.13	1,360 2.79	1,380 2.34	1.99 - 3.99 960 3.11	1.89 - 3.99 790 3.40	1.99 - 3.99 1,780 3.48	1.99 - 3.99 830 2.77	2.50 - 3.99 520 2.78	1.99 - 3.99 420 2.43
64 ounce	1,040 4.35	2,550 4.30	4,010 3.40	3.49 - 4.99 410 4.05	3.29 - 4.29 80 3.66	3.49 - 5.99 200 5.72	3.39 - 4.88 160 4.21	3.50 20 3.50	2.99 - 4.39 170 4.01

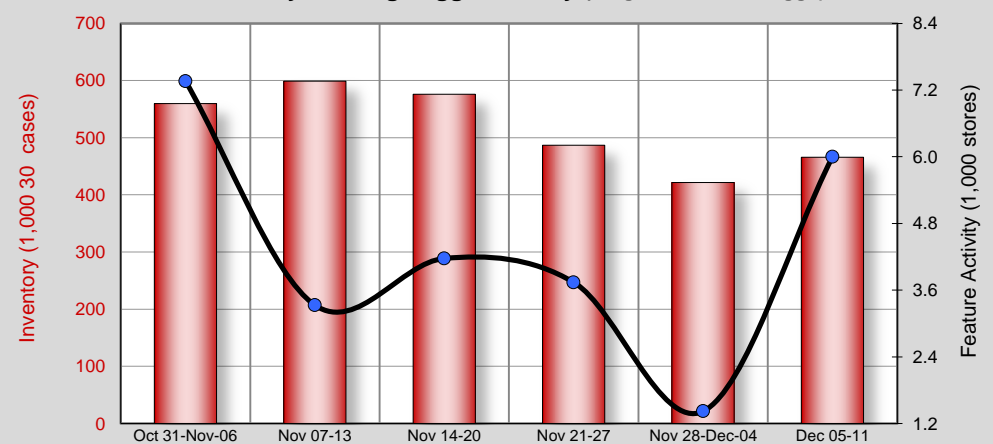
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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